



NATIONAL RESEARCH
UNIVERSITY

MASTER OF INTERNATIONAL BUSINESS (MIB) PROGRAM



Founder and Academic Director
Irina G. Kratko
Ph.D, Associate Professor

Open House Day for MIB prospective students
November 24, 2022



WHICH MASTER'S PROGRAM IS RIGHT

MIB Program

- ✓ **must match your career expectations and ambitions**
- ✓ **reputation within university rankings and employers**
- ✓ **structure and contents of the curriculum**
- ✓ **expertise & experience of the program's director**
- ✓ **teaching staff qualifications**
- ✓ **alumni feedbacks**
- ✓ **student cohort profile (background, professional & cultural diversity, etc.)**
- ✓ **format of study**



MIB MISSION

MIB Program

MIB is the best fit for those who wish to pursue a business career with an international perspective and want to make the most out of their studies

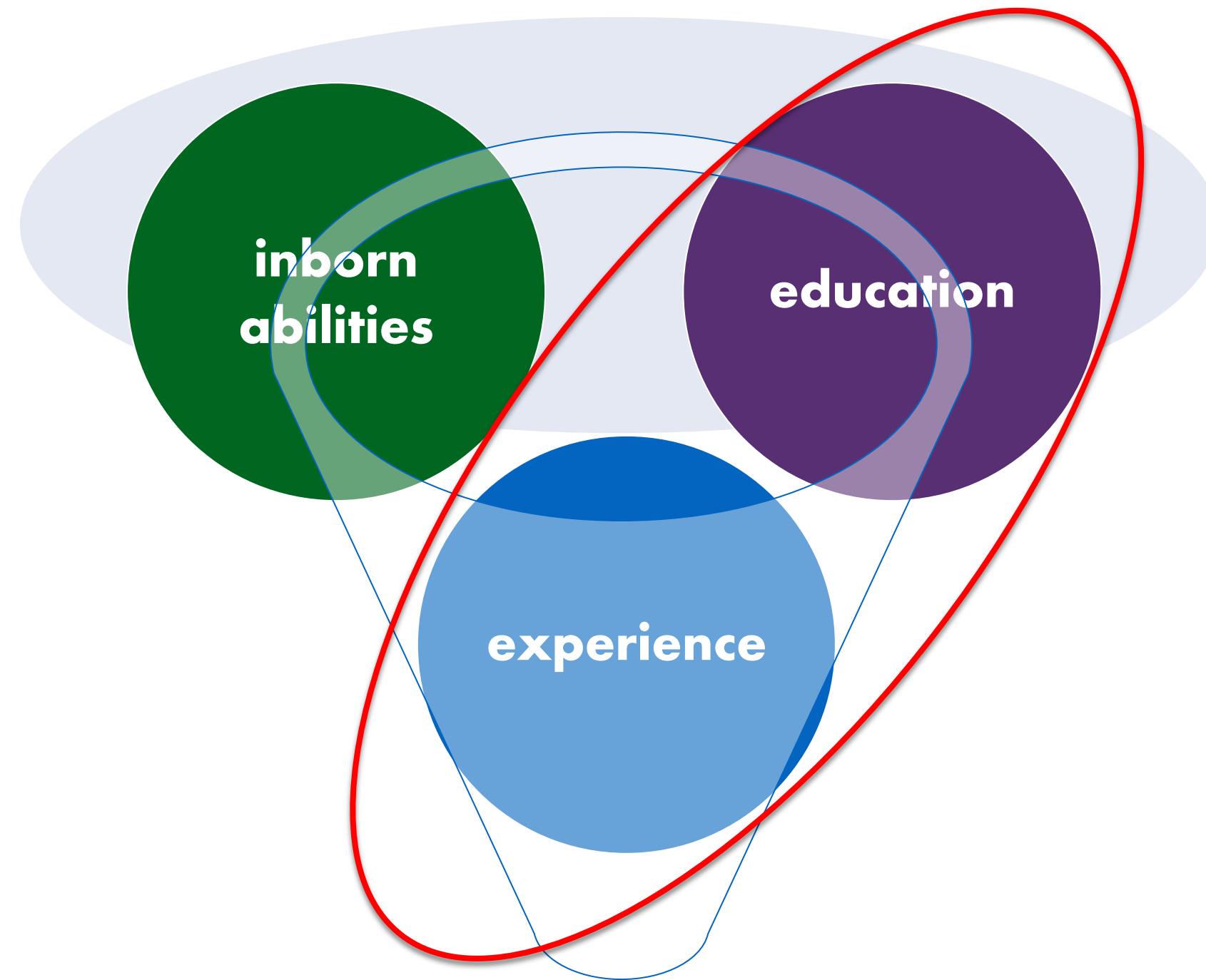


MIB CALL-TO-ACTION

MIB Program

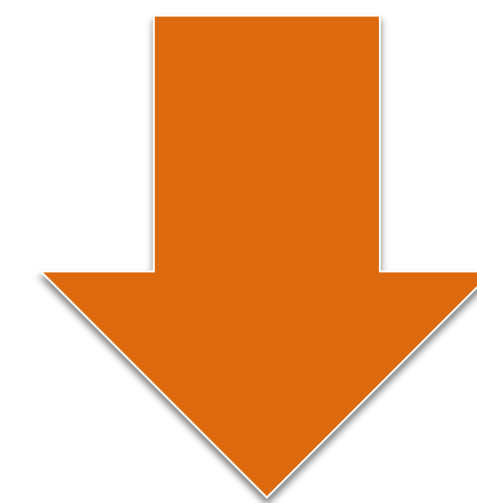
Confucius

*" You hear and you forget,
You see and you remember,
You do and you understand."*



Self-capitalization

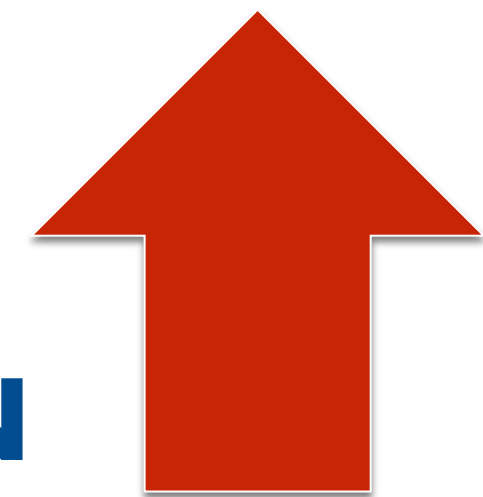
**MIB multiplies your value
in less time**



**minimum
TIME SPENT**



**maximum
SELF-
CAPITALIZATION**





MIB GENERAL FEATURES

MIB program



✓ **full-time, two year master's program in management**

✓ **taught entirely in English**

cross-cultural
environment

✓ **online and offline**

diversified
community

✓ **no previous background (major) limitations
or work experience requirements for
applicants**



MIB UNIQUENESS

MIB program



✓ **Russia's only program in the Top 100 Master's in Management by the QS 2022 World University Rankings**

✓ **multidisciplinary: hybrid of business administration, entrepreneurship, world economy, politics and cultures**

**we train
internationalization
professionals**

✓ **practically oriented and fully integrated into the real business world**

✓ **classes are scheduled only in the evenings and on Saturdays**



✓ **two separate tracks - online – synchronously; offline – Moscow Campus, Pokrovskiy blvd. 11**



MIB IN RANKINGS

MIB program

- **The only program from Russia in the QS Top 100 Master's in Management for the third year in a row. In 2022 the MIB improved its position by 22 points.**
- **The highest possible number of points (100 out of 100) in the Student Employability category**
 - **Accredited by the International Agency for Quality Assurance in Higher Education and Career Development (AKKORK)**





MIB CONTENTS

MIB program

**How
ICs transform
their business**

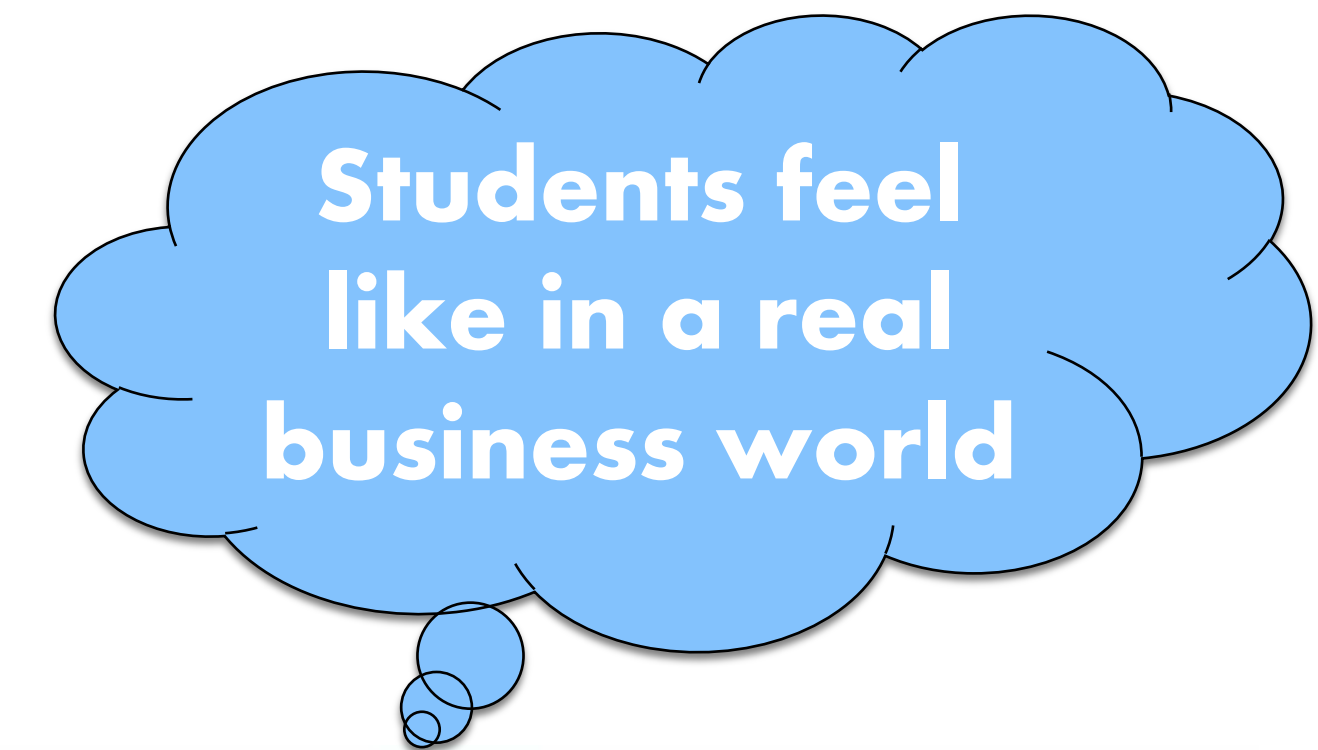
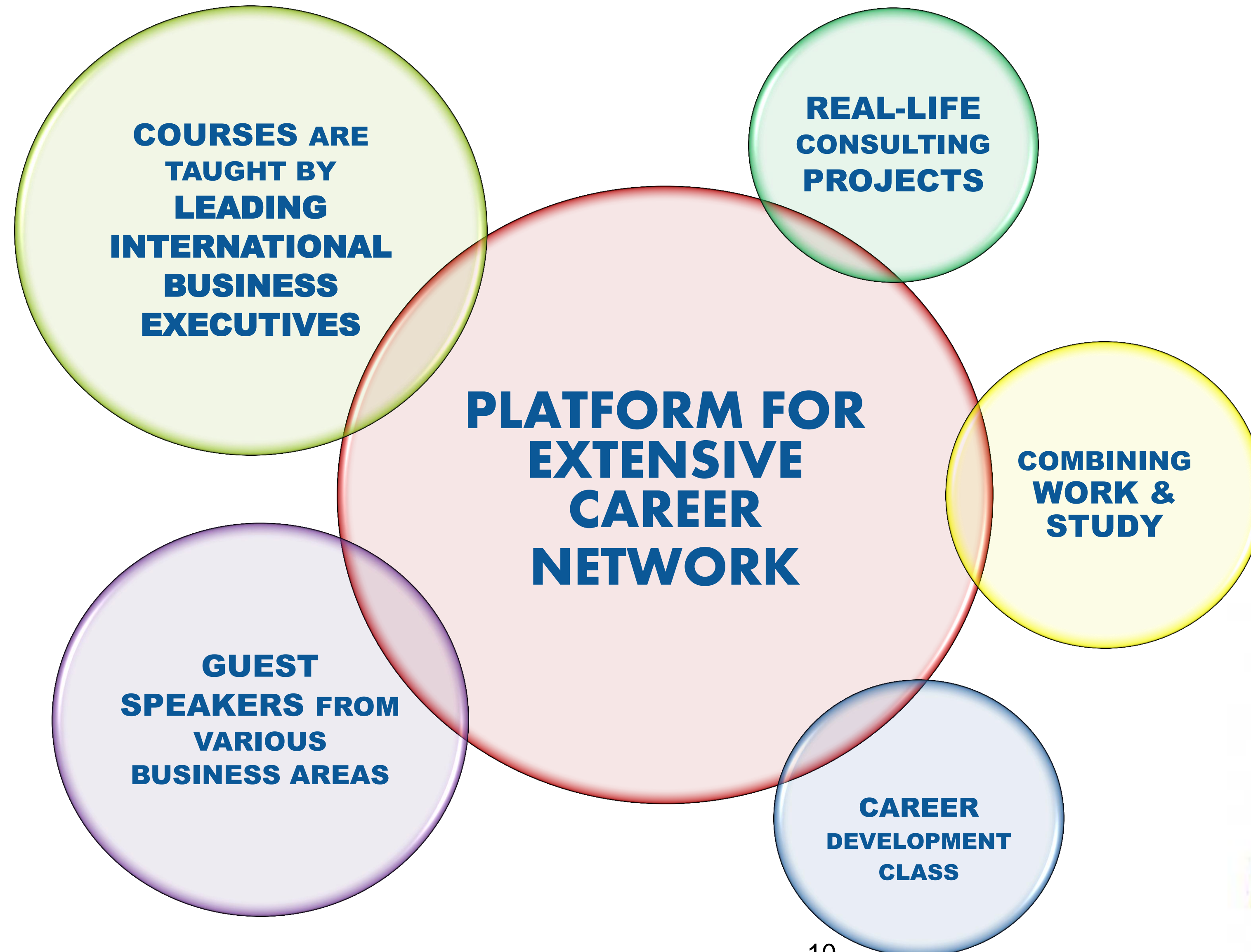
**Focus on
International
Companies
(ICs)
in new realities**

**How global
context affects
ICs**



MIB PRACTICAL ORIENTATION

MIB program



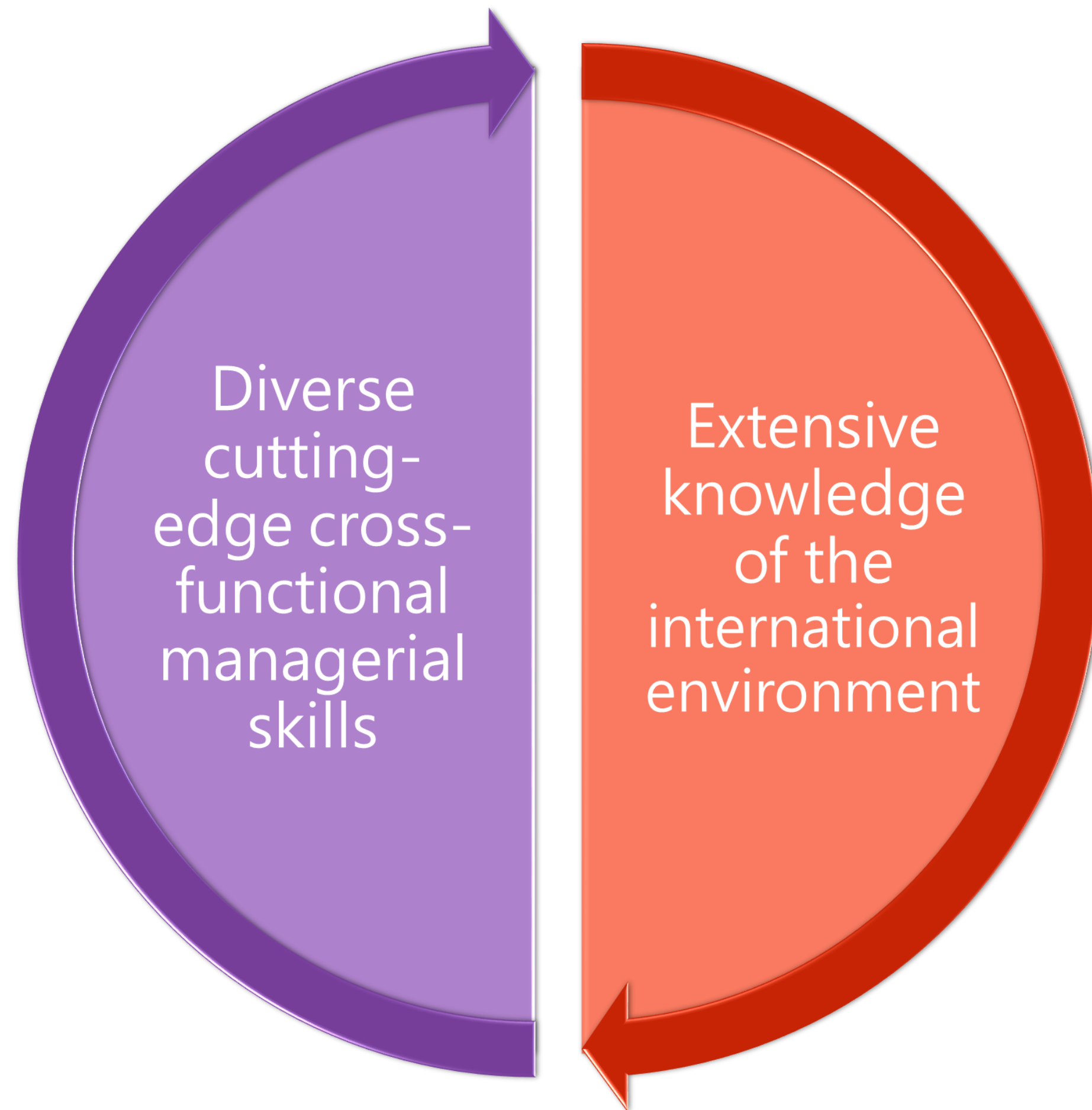


MIB BUSINESS PARTNERS

MIB program



MIB IS MULTI-DISCIPLINARY



Adaptational courses (where applicable):

- World Economy
- Global Politics

Core study block:

- International Business Studies
- Strategic Management of International Companies
- Foundations of Managerial Economics
- Introduction to Financial and Managerial Accounting
- International Corporate Finance
- International Marketing
- International Business Consulting (real-life projects)
- World's Business Cultures
- International Business Negotiations



FLEXIBLE CUSTOMIZED MIB STUDY PLAN

MIB program

Elective courses:

- International Entrepreneurship
- International Business Transactions
- International Operational and Supply Chain Management
- Corporate Governance of International Companies
- Doing Business in Asia / the EU
- Global Political Economy and Interaction between Business and Politics
- Legal Aspects of International Business
- Political Aspects of International Business

Optional Financial Block:

- International Financial Management
- International Finance (Advanced)

Optional Marketing Block:

- International Marketing Strategies
- International Market Research and Analysis
- Global Brand Management
- Digital and Traditional Channels in International Advertising
- Digital Marketing Basics: Mix of Global and Local Tools
- Digital Marketing Strategy Management and Adaptation



MIB TEACHING EXECUTIVES & LEADING EXPERTS

MIB program



Vyacheslav Buevskiy
*Partner, Strategy and Deals
Advisory Department,
Technologies of Trust*

- International Marketing Strategies
- Strategic Management of International Companies



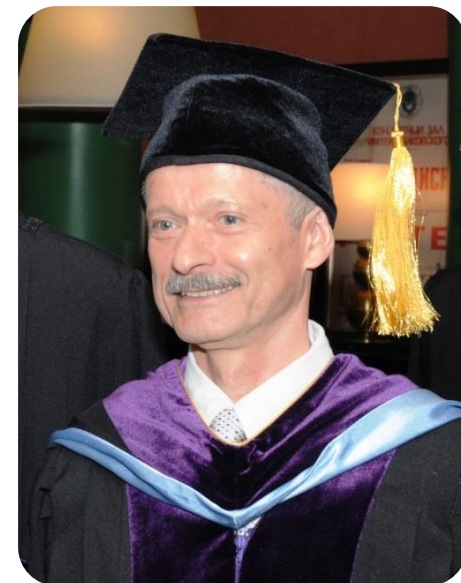
Alexey Blinov
*Finance Director,
**Mondelēz
International**
(Eastern Europe)*

- International Corporate Finance
- International Finance (advanced)



Maxim Shevchenko
*Marketing Director,
Haleon*

- International Marketing
- Global Brand Management



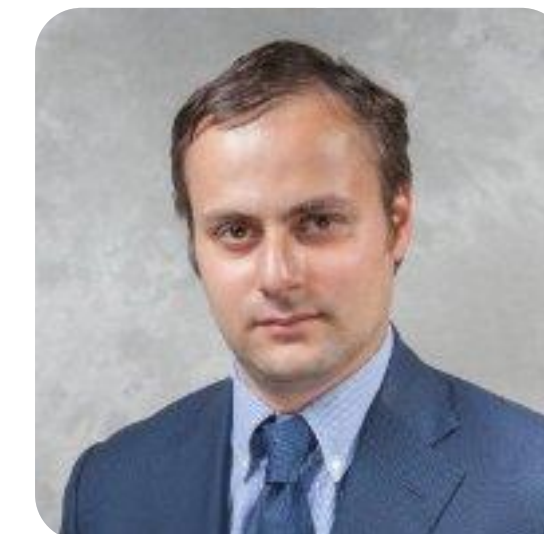
Vladimir Lissniak
*President, ANO
"Pericles"™*

- International Business Negotiations



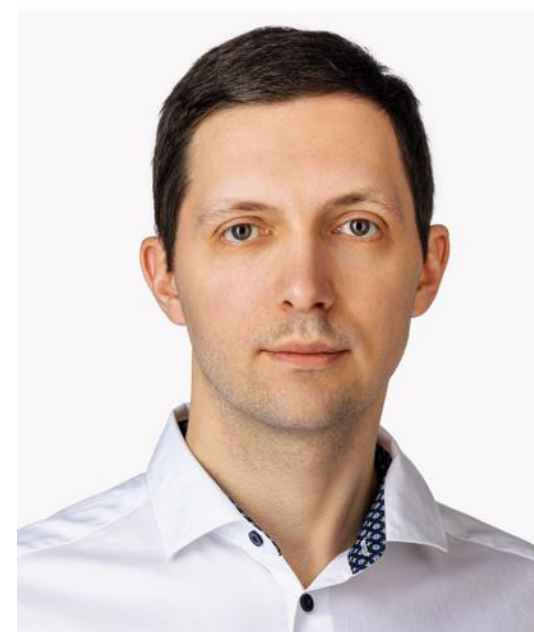
Sergey Krokhaev
*Partner, **Melling,
Voitishkin & Partners***

- International Business Transactions



Dmitry Khokhlov
*Managing Director,
Accenture
Co-Founder, **Digitalizm***

- Digital and Traditional Channels in International Advertising



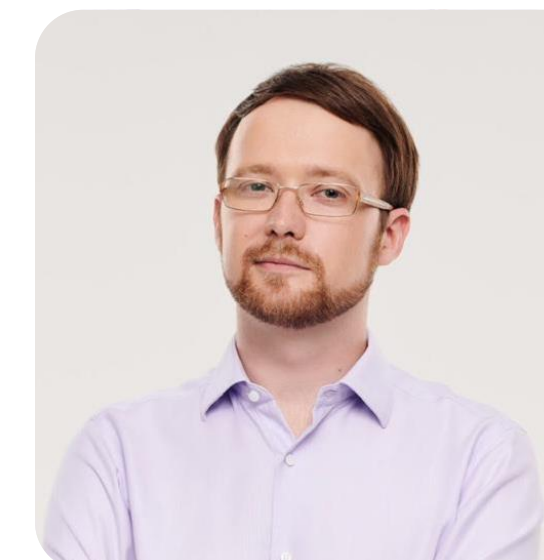
Evgeniy Sidelnikov
*Head of Digital,
Haleon*

- Digital Marketing: mix of local and global tools
- Digital Marketing Strategy Management and Adaptation



Yuriy Gavrilyuk
*Head of Secondary
Logistics Department,
Metro Cash&Carry*

- International Operational and Supply Chain Management



Fedor Vassilyev
*Head of Cross-cultural
Communication
Department,
Business Speech*

- World's Business Cultures



MIB HSE FACULTY MEMBERS

MIB program



Alexandra Zhukova
*Visiting Professor,
Faculty of Economic
Sciences*

- Economics: Foundations of Managerial Economics



Irina G. Kratko
*Director of MIB
Program, Associate
Professor*

- International Business Studies
- International Business Consulting
- International Entrepreneurship
- Research Seminar



Igor Makarov
*Associate Professor,
Faculty of World Economy
and International Affairs*

- World Economy



Olga Guseva
*Lecturer, School of
Finance*

- International Corporate Finance



Maxim Braterskiy
*Professor, Faculty of
World Economy and
International Affairs*

- Global Political Economy and Interaction between Business and Politics
- International Relations



Vladimir Zuev
*Professor,
Department of Trade Policy*

- Doing Business in EU



Evgeny Kanaev
*Professor, School of
Regional Studies*

- Doing Business in Asia



Ekaterina Entina
*Professor, School of
Regional Studies*

- Political Aspects of International Business



MIB TEACHING PRACTITIONERS – ALUMNI

MIB program



Maria Pinson
Brand Manager, **Perfetti Van Melle**

- Research Seminar (Year 1& 2)



Nikita Nazarov
Senior Manager in Trade finance and settlements

- International Business Studies (Year 1)
- Research Seminar (Year 2)



Dmitry Pozdeev
O2C Automation Program Project Manager, **Sibur**

- International Business Consulting (Year 1)



Alla Dynko
Partner, **AD Pro**

- International Business Consulting (Year 1)



Natalia Radchenko
Business Development Coordinator, **Jacobs Douwe Egberts, Russia**

- Instructors` seminar "New realities of international business" (Year 1)



Lyudmila Adyan
Procurement Business Partner, **Nestlé**
Research Seminar (Year 1)



DDs & EXCHANGEs

MIB program

Double Degree:



- **LUISS University Rome (Italy)**



NATIONAL RESEARCH UNIVERSITY



Study abroad:



香港大學
THE UNIVERSITY OF HONG KONG

By BA majors:

Antropology
 Audio/Video Production
 Business Administration
 Business Informatics and IT
 Chemistry
 Commerce and Trade
 Economics
 Engineering and Mechanics
 Fashion
 Law
 Linguistics and Philology
 Management
 Marketing, PR and Communications
 Medicine
 Politics and international relations
 Psychology
 Public Administration
 Regional Studies, Asian Studies



By countries:

Azerbaijan	Mexico
Belarus	Moldova
Canada	Montenegro
China	Morocco
Colombia	Netherlands
Estonia	Pakistan
France	Panama
Germany	Peru
Honduras	Slovakia
Hong Kong	South Korea
India	Spain
Israel	Taiwan
Italy	Turkmenistan
Japan	UK
Kyrgyzstan	Ukraine
Luxembourg	USA
	Uzbekistan





MIB STUDENT'S JOURNEY

MIB program



**work + study
at the same time**

**diverse business
up-to-date
knowledge and
first-hand skills**

+

**project-based
team work**

**business
contacts &
professional
networks
worldwide**

+

**cross-cultural
environment**

**GET
PROMOTED AT
YOUR
WORKPLACE
OR SECURE A
DESIRED NEW
JOB**



MIB GRADUATES ARE ABLE TO

MIB Program





MIB ALUMNI CAREERS

MIB Program

-
- **McKinsey&Company**
 - **BCG**
 - **PwC**
 - **KPMG**
 - **Ernst&Young**
 - **Deloitte**
 - **Roche & Duffay**
 - **Raiffeisenbank**
 - **Societe Generale Group**
 - **Tinkoff Bank**
 - **VTB Bank**
 - **Sibur**
 - **ICBC**
 - **Mastercard**
 - **Accenture**
 - **AC Nielsen**
 - **Yandex**
 - **L'Oreal**
 - **Estee Lauder**
 - **Chanel**
 - **Guccio Gucci S.p.a.**
 - **Vogue**
 - **Nike**
 - **Bonduelle**
 - **Henkel**
 - **Unilever**
 - **Procter & Gamble**
 - **Reckitt**
 - **Kimberly-Clark**
 - **Fater S.p.a.**
 - **SC Johnson**
 - **Metro Cash and Carry**
 - **Mondelez International**
 - **Coca-Cola HBC**
 - **Nestle**
 - **Heineken**
 - **Burger King**
 - **Danone**
 - **Simple**
 - **General Electric**
 - **Haier**
 - **Philips**
 - **Huawei**
 - **Fudzi Motors**
 - **Mercedes-Benz**
 - **Michelin**
 - **Toyota Motors**
 - **Volkswagen**



MIB SUCCESS STORIES

MIB Program



Roman Syumaikin, Supply Chain Digital Project Leader, HEINEKEN,
Russia (Class of 2016)



Anna Tisnohuz, Strategic Initiatives Analyst, Guccio Gucci S.p.a.,
Ukraine (Class of 2019)



Anya Siobhan Alexander, Director, Customer Success & Renewals
at Lacework, USA (Class of 2018)



Wisnu Supriyadi, Managing Director, CV. DUTA GLOBAL JAYA,
Indonesia (Class of 2018)



MIB CANDIDATES

MIB Program

MIB invites candidates with different majors, with or without previous work experience



**Please, read our student
and alumni feedbacks!**



PORTFOLIO CONTENT AND ASSESSMENT CRITERIA

MIB program

Assessment criteria	Points
Motivation letter	30
Letters of recommendation	25
Resume (CV)	20
Diploma with honors	5
Publications and research papers, certificates, personal awards	10
Previous courses, trainings and workshops specifically related to International Business	10
Total	out of 100



Core portfolio documents --- tips

MIB program

Motivation letter

in English

- **max 1 page of A4 format**
- **reasons for applying to MIB in the context of your long-term career goals and background**

2 recommendations

in English or Russian

preferably one from employer + one from academic institution

- **follow the HSE's letter of recommendation guidelines**

CV

in English or Russian

- **your education**
- **work experience**
- **achievements**

APPLICATION DEADLINES

Foreign applicants

from **1 November 2022**
to **13 August 2023**

Create an account

<http://asav.hse.ru/apply/ma.html#signup>

Russian applicants

from **19 June 2023**
to **15 September 2023**

Online application:

1. 01.02.2023–30.04.2023 – early invitation (preliminary dates)
2. 19.06.2023-11.07.2023 (first call for applications)
3. 12.07.2023-01.08.2023 (second call for applications)
4. 02.08.2023-15.09.2023 (third call for applications)

<https://www.hse.ru/en/ma/inbusiness/requirements>



JOIN THE MIB FAMILY IN 2022!

MIB program



**Please address your questions
and /or inquiries to MIB Office:**

Larisa

Ekaterina

(495)772-9590 *27749, 27750 mib@hse.ru



INFO ABOUT MIB

MIB program

- ✓ **MIB Website:** <https://www.hse.ru/en/ma/inbusiness>
- ✓ **Pokrovka Campus 3D tour:** <https://www.youtube.com/watch?v=eDull73sbug>

THANK YOU FOR YOUR ATTENTION!



Address: 11 Pokrovskiy Boulevard, room T725